

## Press Release

### Hello Kitty Land Tokyo celebrates Puro Easter with a new dance show

Sanrio Puroland has created a new show, Egg'n'Roll Easter, as special event for this year's Easter season. The show will feature classic and popular American oldies.

**Tokyo, Tuesday 5th<sup>th</sup> March, 2019** ---- From Thursday, 21st March until Tuesday, 25th June, 2019 Sanrio Puroland (URL: <https://en.puroland.jp/>), also known as Hello Kitty Land Tokyo, will celebrate Easter with a new "PURO EASTER" event. Under the motto of "Egg'n'Roll Easter" visitors are invited to join its new show featuring American oldies including classic & popular songs. As part of the new performance popular Sanrio characters will make their appearance in seasonal costumes with cute bunny ears and Easter designs.



Over the past few years Easter with its distinctive attributes and symbolisms is becoming increasingly popular in Japan", says Kentaro Kawai, the Sanrio Puroland Sales Department of Sanrio Entertainment Co., Ltd, the company operating Sanrio Puroland. "The cuteness of the much loved Sanrio characters fits perfectly with this seasonal festivity and we felt that joining the two would bring much joy to our Hello Kitty Land fans and visitors and turning this into a Japanese "KAWAII" (Japanese "cute" culture) Easter."

The "Egg'n'Roll Easter" show will see Hello Kitty and other popular Sanrio characters going to a Prom in order to choose the "Easter queen" whilst hand jiving to the sound of American Oldies. During the 25 minute show, running at Puro village (on the 1<sup>st</sup> floor) Hello Kitty will be performing together with Daniel, My Melody, Wish me mell, Cinnamoroll and Pom-pom purin amongst others.

Special retro and pop photo spots include a classic car and American diner at the 3<sup>rd</sup> floor entrance, the Strawberry hall and Entertainment Hall, both on the 1<sup>st</sup> floor.

As always the Sanrio Puroland has created a colorful and original Easter foods and sweets menu including for example "Kitty & Daniel's vinyl curry" or the "Cinnamoroll sweets burger".

The Hello Kitty Land Tokyo in-door theme park can also be rented for private or corporate events on any days it is usually closed for the public.

– Ends –

### **Link to other images**

Main Visual

( <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/02/Puro-Easter-Main-Visual.jpg> )

Egg'n'Roll Easter!

( <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/02/EggnRoll-Easter.jpg> )

Easter Photo Spot

( <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/02/Easter-Photo-Spot.jpg> )

Kitty & Danniell's Vinyl Curry

( <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/02/Kitty-Danniels-Vinyl-Curry.jpg> )

Cinnamoroll's Sweets Burger

( <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/02/Cinnamorolls-Colorful-Sweets-Burger.jpg> )

### **Notes to the editors:**

#### **About Sanrio Entertainment / Sanrio Puroland**

Sanrio Puroland, operated by Sanrio Entertainment Co. Ltd, is also known as 'Hello Kitty Land', a theme park to meet and experience its much-loved Sanrio characters including Hello Kitty which enjoys worldwide popularity. Considered the "Mecca of Sanrio characters", the park draws great numbers of fans from around the world.

Located in the outer districts of Tokyo, Sanrio Puroland is an indoor theme park, visitors can enjoy regardless of the weather. Sanrio Puroland also runs an outdoor theme park, Harmonyland, located in Oita Prefecture in Kyushu.

More information about Sanrio Puroland is available at <http://en.puroland.jp/>.

News Release(PDF): [http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/03/20190305\\_SET\\_Easter\\_FNL.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/03/20190305_SET_Easter_FNL.pdf)

Fact Book: [http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/03/SET\\_Factbook\\_2019.3.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/03/SET_Factbook_2019.3.pdf)

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We also accept requests and adjustments for coverage throughout the year.

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